



Luxury Tour Company Case Study

Client Need: Lead Generation

Solution: With this client, the immediate goal was to simply drum up more business for their luxury tours. To accomplish this, I worked with the client to develop a number of strategies comprised of Facebook and Instagram ads, email marketing, content creation, lead magnets, and more robust sales and marketing funnel.

On Black Friday and Cyber Monday weekend, we launched a campaign to offer steep discounts on the company's upcoming luxury tours. Here's how I went about marketing this offer:

1. To prepare the campaign, I created a Facebook/Instagram *Leads Ad*. Leads ads allow advertisers to promote an offer to Facebook and Instagram users who are directed to a form to quickly confirm their contact information in order to receive the offer.
2. I directed the ad to target people who live in high-earning zip codes, who also have an interest in travel, and who have explicitly shown intent to travel in the near future.
3. I also built audiences that used Facebook's powerful lookalike audience ads feature, which allows advertisers to build audiences that share similar behavior and demography from an existing client list.
4. I designed an eye-catching graphic to first arrest our audience's attention. Eye-catching graphics and videos are a crucial first step to get people to stop scrolling on their newsfeed. There are dozens of data-supported factors that go into creating effective creative assets. There are also a multitude of ways that Facebook penalizes creative assets, which I'm always sure to avoid.
5. I designed a high-converting contact information form, which automatically entered a user's email address and first name. The instructions were clear, and there were very low bounce rates. This means that once somebody clicked on the form, they were 90% likely to confirm their contact information and not abandon the form.
6. After confirming their contact information, the Facebook/Instagram user automatically received an email with information about the offer.
7. From this point, these leads automatically continued to receive a series of emails educating them about the luxury tours. For anybody who signed up for the tour, they were automatically removed from this series of emails and redirected to a different email series.
8. Every lead was automatically added to an online spreadsheet so that company staff could track signups, ad costs, and verify that each lead was properly contacted.
9. The automations throughout this process were supported by a software that I used to integrate Facebook, Instagram, an email client, and an online spreadsheet.

Result: We received 130 requests for discount codes from highly qualified leads at a total cost of \$85 or 65¢ per lead. This campaign ultimately delivered stellar results of customer leads for less than \$1 each for trips that cost \$5000-\$10,000 each.

Ready to get started? Schedule your free consultation [here](#).